

**WHAT IS CLAIMED IS:**

1. A method comprising:  
arranging for a customer to redeem a product from a third party;  
5 receiving information relating to a redemption of the product by the  
customer; and  
determining to accept an offer based on the received information.
2. A method according to Claim 1, wherein the offer is received from the  
10 customer.
3. A method according to Claim 1, wherein the offer is received from a  
second customer.
- 15 4. A method according to Claim 1, further comprising determining, based  
on the received information, a third party at which an offer product may be  
redeemed according to the accepted offer.
- 20 5. A method according to Claim 1, wherein the information comprises a  
retail price of the product during the redemption.
6. A method according to Claim 5, wherein the determining step  
comprises:  
calculating a difference between an offer price included in the offer and the  
25 retail price; and  
accepting the offer if the difference is less than a threshold amount.
7. A method according to Claim 1, wherein the information comprises an  
amount of the product redeemed at the redemption.
- 30 8. A method according to Claim 1, wherein the information comprises a  
time of the redemption.

9. A method according to Claim 1, wherein the information identifies the third party.

5           10. A method according to Claim 1, wherein the information comprises information concerning other products purchased during the redemption.

11. A method according to Claim 1, wherein the offer is an offer to purchase the product.

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12. A method comprising:  
arranging for a customer to redeem a product from a third party;  
receiving information relating to a redemption of the product by the customer; and

15           determining an offer based on the received information.

13. A method according to Claim 12, further comprising presenting the offer to the customer.

20           14. A method according to Claim 12, further comprising presenting the offer to a second customer.

15. A method according to Claim 12, wherein the information comprises a retail price of the product during the redemption.

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16. A method according to Claim 12, wherein the information comprises an amount of the product redeemed at the redemption.

30           17. A method according to Claim 12, wherein the information comprises a time of the redemption.

18. A method according to Claim 12, wherein the information identifies the third party.

19. A method according to Claim 12, wherein the information comprises  
5 information concerning other products purchased during the redemption.

20. A method according to Claim 12, wherein the offer is an offer to sell the product.

10 21. A method comprising:  
arranging for a customer to redeem a product from a third party;  
receiving information relating to a redemption of the product by the  
customer; and  
determining, based on the received information, an assigned third party at  
15 which an agreement product may be redeemed.

22. A method according to Claim 21, further comprising receiving an offer to purchase the agreement product.

20 23. A method according to Claim 22, wherein the offer is received from the customer.

24. A method according to Claim 23, wherein the agreement product and the product are a same product.

25 25. A method according to Claim 22, wherein the offer is received from a second customer.

26. A method according to Claim 25, wherein the agreement product and  
30 the product are a same product.

27. A method according to Claim 21, wherein the information comprises a retail price of the product during the redemption.

28. A method according to Claim 21, wherein the information comprises  
5 an amount of the product redeemed at the redemption.

29. A method according to Claim 21, wherein the information comprises a time of the redemption.

10 30. A method according to Claim 21, wherein the information identifies the third party.

31. A method according to Claim 21, wherein the information comprises information concerning other products purchased during the redemption.  
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32. A method according to Claim 21, wherein the determining step comprises comparing a present market share associated with the third party to a target market share associated with the third party.

20 33. A method for a sales transaction, comprising:  
receiving a redemption identifier from a customer;  
providing a product to the customer according to an agreement associated with the redemption identifier;  
transmitting information relating to the providing step to an entity; and  
25 receiving authorization from the entity to provide a product according to a second agreement, the authorization based on the transmitted information.

34. A method for redeeming a product, comprising:  
receiving a redemption identifier;  
30 presenting the redemption identifier to a product retailer;  
redeeming a product from the product retailer based on the redemption identifier; and

transmitting redemption information to a third party for use in determining to accept a received offer.

35. A method for a sales transaction, comprising:
- 5       arranging for a customer to redeem a product from a retailer;  
      receiving information relating to a redemption of the product by the customer;
- receiving an offer to purchase an offer product from a second customer;  
      determining to accept the offer based on the received information;
- 10       determining an assigned retailer at which the offer product may be redeemed based on the received information; and  
      transmitting an acceptance of the offer and an indication of the assigned retailer to the second customer.
- 15       36. A method according to Claim 35, wherein the step of determining an assigned retailer comprises comparing a present market share associated with a conforming retailer to a target market share associated with the conforming retailer.
- 20       37. A system comprising:  
      a controller comprising:  
          a controller memory storing processor-executable controller process steps; and  
          a controller processor;
- 25       wherein the controller processor is operative with the controller process steps to: i) transmit a redemption identifier to a customer for use in redeeming a product at a retailer; ii) receive information relating to a redemption of the product by the customer; iii) receive an offer to purchase an offer product from a second customer; iv) determine to accept the offer
- 30       based on the received information; v) determine an assigned retailer at which the offer product may be redeemed based on the received information; and vi) transmit an acceptance of the offer, an indication of the

assigned retailer, and a second redemption identifier to the second customer;

a retailer device comprising:

- 5           a retailer device memory storing processor-executable retailer device process steps; and  
          a retailer device processor;  
          wherein the retailer device processor is operative with the retailer device process steps to: i) receive the redemption identifier from the customer; ii) determine whether to provide a redemption based on the redemption identifier; and iii) authorize redemption of the product by the customer; and
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a customer device comprising:

- 15           a customer device memory storing processor-executable customer device process steps; and  
          a customer device processor;  
          wherein the customer device processor is operative with the customer device process steps to: i) submit the offer to purchase the offer product; and ii) receive the acceptance of the offer, the indication of the assigned retailer, and the second redemption identifier.
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38. Processor-executable process steps embodied in a computer-readable medium, the process steps comprising:

- 25           an arranging step to arrange for a customer to redeem a product from a third party;  
          a receiving step to receive information relating to a redemption of the product by the customer; and  
          a determining step to determine whether to accept an offer based on the received information.
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39. Processor-executable process steps according to Claim 38, wherein the offer is received from a second customer.

40. Processor-executable process steps according to Claim 38, further  
5 comprising a determining step to determine, based on the received information, a third party at which an offer product may be redeemed according to the accepted offer.

41. Processor-executable process steps according to Claim 38, wherein the  
10 information comprises a retail price of the product during the redemption.

42. Processor-executable process steps according to Claim 41, wherein the determining step comprises:

a calculating step to calculate a difference between an offer price included  
15 in the offer and the retail price; and  
an accepting step to accept the offer if the difference is less than a threshold amount.

43. Processor-executable process steps embodied in a computer-readable  
20 medium, the process steps comprising:

an arranging step to arrange for a customer to redeem a product from a third party;  
a receiving step to receive information relating to a redemption of the product by the customer; and  
25 a determining step to determine an offer based on the received information.

44. Processor-executable process steps according to Claim 43, further comprising a presenting step to present the offer to a second customer.

30 45. Processor-executable process steps embodied on a computer-readable medium, the process steps comprising:

an arranging step to arrange for a customer to redeem a product from a third party;

a receiving step to receive information relating to a redemption of the product by the customer; and

- 5 a determining step to determine, based on the received information, an assigned third party at which an agreement product may be redeemed.

46. Processor-executable process steps according to Claim 45, wherein the determining step comprises a comparing step to compare a present market share associated with the third party to a target market share associated with the third party.

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47. Processor-executable process steps stored on a computer-readable medium, the process steps comprising:
- 15 a receiving step to receive a redemption identifier from a customer;
- a providing step to provide a product to the customer according to an agreement associated with the redemption identifier;
- a transmitting step to transmit information relating to the providing step to an entity; and
- 20 a receiving step to receive authorization from the entity to provide a product according to a second agreement, the authorization based on the transmitted information.

48. Processor-executable process steps stored on a computer-readable medium, the process steps comprising:
- 25 a receiving step to receive a redemption identifier;
- a presenting step to present the redemption identifier to a product retailer;
- a redeeming step to redeem a product from the product retailer based on the redemption identifier; and
- 30 a transmitting step to transmit redemption information to a third party for use in determining to accept a received offer.



49. Processor-executable process steps stored on a computer-readable medium, the process steps comprising:

an arranging step to arrange for a customer to redeem a product from a retailer;

5 a receiving step to receive information relating to a redemption of the product by the customer;

a receiving step to receive an offer to purchase an offer product from a second customer;

10 a determining step to determine to accept the offer based on the received information;

a determining step to determine an assigned retailer at which the offer product may be redeemed based on the received information; and

a transmitting step to transmit an acceptance of the offer and an indication of the assigned retailer to the second customer.

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50. Processor-executable process steps according to Claim 49, wherein the step of determining an assigned retailer comprises a comparing step to compare a present market share associated with a conforming retailer to a target market share associated with the conforming retailer.

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51. An apparatus comprising:

means for preparing for a customer to redeem a product from a third party;

means for obtaining information relating to a redemption of the product by the customer; and

25 means for deciding to accept an offer based on the obtained information.

52. An apparatus according to Claim 51, wherein the offer is received from a second customer.

30 53. An apparatus according to Claim 51, further comprising means for identifying, based on the obtained information, a third party at which an offer product may be redeemed according to the accepted offer.

54. An apparatus according to Claim 51, wherein the information comprises a retail price of the product during the redemption.

5 55. An apparatus according to Claim 54, wherein the means for deciding comprises:

means for determining a difference between an offer price included in the offer and the retail price; and

10 means for accepting the offer if the difference is less than a threshold amount.

56. An apparatus comprising:

means for preparing for a customer to redeem a product from a third party;

15 means for obtaining information relating to a redemption of the product by the customer; and

means for creating an offer based on the obtained information.

20 57. An apparatus according to Claim 56, further comprising means for transmitting the offer to a second customer.

58. An apparatus comprising:

means for preparing for a customer to redeem a product from a third party;

25 means for obtaining information relating to a redemption of the product by the customer; and

means for identifying, based on the obtained information, an assigned third party at which an agreement product may be redeemed.

30 59. An apparatus according to Claim 58, wherein the means for identifying comprises means for comparing a present market share associated with the third party to a target market share associated with the third party.

60. An apparatus comprising:  
means for obtaining a redemption identifier from a customer;  
means for furnishing a product to the customer according to an agreement  
associated with the redemption identifier;  
5 means for delivering information relating to the providing step to an entity;  
and  
means for obtaining authorization from the entity to provide a product  
according to a second agreement, the authorization based on the delivered  
information.

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61. An apparatus for redeeming a product, comprising:  
means for obtaining a redemption identifier;  
means for transmitting the redemption identifier to a product retailer;  
means for obtaining a product from the product retailer based on the  
15 redemption identifier; and  
means for delivering redemption information to a third party for use in  
determining to accept a received offer.

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62. An apparatus for use in a sales transaction, comprising:  
means for preparing for a customer to redeem a product from a retailer;  
means for obtaining information relating to a redemption of the product by  
the customer;  
means for obtaining an offer to purchase an offer product from a second  
customer;  
25 means for deciding to accept the offer based on the obtained information;  
means for identifying an assigned retailer at which the offer product may be  
redeemed based on the obtained information; and  
means for presenting an acceptance of the offer and an indication of the  
assigned retailer to the second customer.

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63. An apparatus according to Claim 62, wherein the means for identifying  
an assigned retailer comprises means for comparing a present market share

associated with a conforming retailer to a target market share associated with the conforming retailer.

5           64. A device comprising:  
          a memory storing processor-executable process steps; and  
          a processor,  
          wherein the processor is operative with the processor-executable process  
          steps to: i) arrange for a customer to redeem a product from a third party, ii)  
          receive information relating to a redemption of the product by the customer, and  
10          iii) determine to accept an offer based on the received information.

          65. A device according to Claim 64, wherein the offer is received from a  
          second customer.

15           66. A device according to Claim 64, wherein the processor is further  
          operative with the processor-executable process steps to determine, based on the  
          received information, a third party at which an offer product may be redeemed  
          according to the accepted offer.

20           67. A device according to Claim 64, wherein the information comprises a  
          retail price of the product during the redemption.

          68. A device according to Claim 67, wherein the processor is operative  
          with the processor-executable process steps to determine to accept an offer by:  
25          calculating a difference between an offer price included in the offer and the  
          retail price; and  
          accepting the offer if the difference is less than a threshold amount.

30           69. A device comprising:  
          a memory storing processor-executable process steps; and  
          a processor,

wherein the processor is operative with the processor-executable process steps to: i) arrange for a customer to redeem a product from a third party, ii) receive information relating to a redemption of the product by the customer, and iii) determine an offer based on the received information.

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70. A device according to Claim 69, wherein the processor is further operative with the processor-executable process steps to present the offer to a second customer.

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71. A device comprising:

a memory storing processor-executable process steps; and  
a processor,

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wherein the processor is operative with the processor-executable process steps to: i) receive information relating to a redemption of the product by the customer, and ii) determine, based on the received information, an assigned third party at which an agreement product may be redeemed.

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72. A device according to Claim 71, wherein the processor is further operative with the processor-executable process steps to compare a present market share associated with the third party to a target market share associated with the third party.

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73. A device for a sales transaction, comprising:

a memory storing processor-executable process steps; and  
a processor,

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wherein the processor is operative with the processor-executable process steps to: i) receive a redemption identifier from a customer, ii) provide a product to the customer according to an agreement associated with the redemption identifier, iii) transmit information relating to the providing step to an entity, and iv) receive authorization from the entity to provide a product according to a second agreement, the authorization based on the transmitted information.

74. A device for redeeming a product, comprising:  
a memory storing processor-executable process steps; and  
a processor,

wherein the processor is operative with the processor-executable process  
5 steps to: i) receive a redemption identifier, ii) present the redemption identifier to a  
product retailer, iii) redeem a product from the product retailer based on the  
redemption identifier, and iv) transmit redemption information to a third party for  
use in determining to accept a received offer.

10 75. A device for a sales transaction, comprising:  
a memory storing processor-executable process steps; and  
a processor,

wherein the processor is operative with the processor-executable process  
steps to: i) arrange for a customer to redeem a product from a retailer, ii) receive  
15 information relating to a redemption of the product by the customer, iii) receive an  
offer to purchase an offer product from a second customer, iv) determine to accept  
the offer based on the received information, v) determine an assigned retailer at  
which the offer product may be redeemed based on the received information, and  
vi) transmit an acceptance of the offer and an indication of the assigned retailer to  
20 the second customer.

76. A device according to Claim 75, wherein the processor is further  
operative with the processor-executable process steps to compare a present market  
share associated with a conforming retailer to a target market share associated with  
25 the conforming retailer.